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Station WUFT-TV, CHANNEL 31  
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PROGRAM LISTINGS FOR THE WEEK OF 7/25/92

7/29/92  
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Time	Sun, 7/26/92	Mon, 7/27/92	Tue, 7/28/92	Wed, 7/29/92	Thu, 7/30/92	Fri, 7/31/92	Sat, 8/01/92	Time
6:00 a	1 SUPER BOY 19103	1 VIDEO POWER 131	1 VIDEO POWER 132	1 VIDEO POWER 133	1 VIDEO POWER 134	1 VIDEO POWER 135	1 SUPER FORCE 19107	6:00 a
6:30 a	1 EDONY/JET SHOWCASE 17021R	1 G I JOE 143	1 G I JOE 144	1 G I JOE 142	1 G I JOE 149	1 G I JOE 1363	1 LIGHTNING FORCE 9100B	6:30 a
7:00 a	1 IT'S YOUR BUSINESS 1673	1 TEENAGE MUT..TURTLES 147	1 TEENAGE MUT..TURTLES 136	1 TEENAGE MUT..TURTLES 153	1 TEENAGE MUT..TURTLES 154	1 TEENAGE MUT..TURTLES 135	1 BULLWINKLE 119	7:00 a
7:30 a	1 WALL STREET JOURNAL 1513	1 JAMES BOND JR. 1034	1 JAMES BOND JR. 1035	1 JAMES BOND JR. 1060	1 JAMES BOND JR. 1029	1 JAMES BOND JR. 1040	1 K-TV 1113	7:30 a
8:00 a	1 DENNIS THE MENACE 129	1 FOX: PETER PAN	1 FOX: PETER PAN	1 FOX: PETER PAN	1 FOX: PETER PAN	1 FOX: PETER PAN	1 FOX: KILLER TOMMYBOY	8:00 a
8:30 a	1 DENNIS THE MENACE 130	1 MERRIE MELODIES 131	1 MERRIE MELODIES 132	1 MERRIE MELODIES 133	1 MERRIE MELODIES 134	1 MERRIE MELODIES 135	1 FOX: BOBBY'S WORLD	8:30 a
9:00 a	1 WOODY WOODPECKER 1235	1 SUCCESS N LIFE	1 SUCCESS N LIFE	1 SUCCESS N LIFE	1 SUCCESS N LIFE	1 SUCCESS N LIFE	1 FOX: T&J KIDS	9:00 a
9:30 a	1 WOODY WOODPECKER 1256	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 FOX: TAZ-MAZIA	9:30 a
10:00 a	1 COMMERCIAL PROGRAM Your kids make the grade	1 HIGHWAY TO HEAVEN 17922	1 HIGHWAY TO HEAVEN 17951PT1	1 HIGHWAY TO HEAVEN 17952PT2	1 HIGHWAY TO HEAVEN 17953	1 HIGHWAY TO HEAVEN 17954	1 FOX: BILL & TED	10:00 a
10:30 a	1 COMMERCIAL PROGRAM Gripmaster	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 FOX: LITTLE SHOP	10:30 a
11:00 a	1 COMMERCIAL PROGRAM Hooked on Phonics	1 JENNY JONES 142	1 JENNY JONES 143	1 JENNY JONES 186	1 JENNY JONES 145	1 JENNY JONES 1114	1 DENNIS THE MENACE 131	11:00 a
11:30 a	1 PPM-FULL GOLF Freedom From Pain	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 WOODY WOODPECKER 1257	11:30 a
12:00 p	1 MORNING PAZING 1187034 - VIVA LAS VEGAS	1 I LOVE LUCY 1468	1 I LOVE LUCY 1166	1 I LOVE LUCY 1167	1 I LOVE LUCY 1169	1 I LOVE LUCY 1170	1 HWF SUPERSTARS 1309	12:00 p
12:30 p	1 CHARLES IN CHARGE 170017 - EMB AND US, THE	1 ANDY GRIFFITH 1004	1 ANDY GRIFFITH 1005	1 ANDY GRIFFITH 1006	1 ANDY GRIFFITH 1007	1 ANDY GRIFFITH 1010	1 Cont'd	12:30 p
1:00 p	1 Sunday IPH Movie 1 TEEN WOLF	1 PERRY MASON 1467	1 PERRY MASON 1468	1 PERRY MASON 1469	1 PERRY MASON 1470	1 PERRY MASON 1471	1 AMERICAN GLADIATORS 1321	1:00 p
1:30 p	1 Michael J. Fox, 91M, C, 1963 1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1 Cont'd	1:30 p
2:00 p	1 Cont'd	1 CHARLES IN CHARGE 170018 - PIZZA PARLOR PROTEST	1 CHARLES IN CHARGE 170019 - AMERICAN TEEN	1 CHARLES IN CHARGE 170020 - CASE OF MUCK TURTLE	1 CHARLES IN CHARGE 170021 - TRADE-OFF	1 CHARLES IN CHARGE 170022 - SPEECHLESS	1 SIMON & SIMON 157720	2:00 p
2:30 p	1 Cont'd	1 DUCKTALES 1076	1 DUCKTALES 1092	1 DUCKTALES 1477	1 DUCKTALES 1497	1 DUCKTALES 1494	1 Cont'd	2:30 p
3:00 p	1 Sunday 3PM Movie 1 TEEN WOLF TOB	1 CHIP N DALE 1016	1 CHIP N DALE 1047	1 CHIP N DALE 1020	1 CHIP N DALE 1044	1 CHIP N DALE 1052	1 DAYWATCH 12001PT1	3:00 p

08/03/92 13:59

Station WUHF-TV, CHANNEL 31  
ROCHESTER

PROGRAM LISTINGS FOR THE WEEK OF 7/26/92

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Time	Sun, 7/26/92	Mon, 7/27/92	Tue, 7/28/92	Wed, 7/29/92	Thu, 7/30/92	Fri, 7/31/92	Sat, 8/01/92	Time
3:30 p	Jason Bateman, 95M, C, 1987 Cont'd	TALE SPIN 1059	TALE SPIN 1049	TALE SPIN 1047	TALE SPIN 1043	TALE SPIN 1013	Cont'd	3:30 p
4:00 p	Cont'd	DARK WING DUCK 1028	DARK WING DUCK 1022	DARK WING DUCK 1056	DARK WING DUCK 1031	DARK WING DUCK 1025	BEAUTY & THE BEAST 118 - FEVER	4:00 p
4:30 p	Cont'd	FOX: BEETLE JUICE	FOX: BEETLE JUICE	FOX: BEETLE JUICE	FOX: BEETLE JUICE	FOX: BEETLE JUICE	Cont'd	4:30 p
5:00 p	WHO'S THE BOSS? 1716 - HS. MAN	TINY TOON ADVENTURES 1147	TINY TOON ADVENTURES 1165	TINY TOON ADVENTURES 1156	TINY TOON ADVENTURES 1150	TINY TOON ADVENTURES 1162	LIFESTYLES/ H & F 1946	5:00 p
5:30 p	WKRP 11808	GROWING PAINS 1185975 - THANK GOD IT'S FRIDAY	GROWING PAINS 1185976 - SOME ENCHANTED EVEN.	GROWING PAINS 1185977 - CONFIDENTIALLY YOUNG	GROWING PAINS 1185978 - DOWN FREE	GROWING PAINS 1185979 - J. DURANTE DIED FOR	Cont'd	5:30 p
6:00 p	DAYWATCH 12001PTL	WHO'S THE BOSS? 1717 - THE UNSINKABLE TONY	WHO'S THE BOSS? 1718 - TONY AND ANGELA GET	WHO'S THE BOSS? 1719 - LET HER TELL YOU 'BO	WHO'S THE BOSS? 1720 - PARTY POLITICS	WHO'S THE BOSS? 1721 - CHOOSE ME	STAR SEARCH 1949	6:00 p
6:30 p	Cont'd	NIGHT COURT 1186478PT1	NIGHT COURT 1186479PT2	NIGHT COURT 1186482	NIGHT COURT 1186631	NIGHT COURT 1186632	Cont'd	6:30 p
7:00 p	FOX: BILL & TED	STAR TREK: NO-B 1210	STAR TREK 143 - DREAMS AND CIRCUSES	STAR TREK 144 - JOURNEY TO DANIEL	STAR TREK 145 - PRIVATE LITTLE WAR	STAR TREK 146 - GAMMERS..TRISKELION	STAR TREK: NO-B 1219	7:00 p
7:30 p	FOX: TRUE COLORS	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	7:30 p
8:00 p	FOX: IN LIVING COLOR	18 O'Clock Movie FERRIS BUZZER'S DAY OFF	18 O'Clock Movie TERMINATOR	FOX: BEV HILLS 90210	FOX: SIMPSONS	FOX: AM NIGHT WANTED	FOX: COPS	8:00 p
8:30 p	FOX: RACHEL GRUNN, RN	Matthew Broderick, 103M, 1986 Cont'd	Arnold Schwarzenegger, 1984 Cont'd	Cont'd	FOX: PARKER LEWIS	Cont'd	FOX: COPS	8:30 p
9:00 p	FOX: MARRIED/CHILD	Cont'd	Cont'd	FOX: MELROSE PLACE	FOX: BEV HILLS 90210	FOX: SIGHTINGS	FOX: CODE THREE	9:00 p
9:30 p	FOX: HERMAN'S HEAD	Cont'd	Cont'd	Cont'd	Cont'd	FOX: HIDDEN VIDEO	FOX: VINNIE & BOBBY	9:30 p
10:00 p	FOX: DOWN THE SHORE	MATLOCK 19001 - THE MOTHER	MATLOCK 19012 - THE FIGHTER	MATLOCK 19013 - THE CRITIC	MATLOCK 19014 - THE PARENTS	MATLOCK 19015 - THE MAN OF THE YEAR	ON SCENE: EMERGENCY 1320R	10:00 p
10:30 p	FOX: STAND BY...MAN	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	MISSING/REWARD 1322R	10:30 p
11:00 p	ARSENIO'S WEEKEND JAM WEEKLY	ARSENIO HALL SHOW MON	ARSENIO HALL SHOW TUE	ARSENIO HALL SHOW WED	ARSENIO HALL SHOW THU	ARSENIO HALL SHOW FRI	FOX: COMIC STRIP	11:00 p
11:30 p	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	11:30 p
12:00 a	FRIDAY THE 13TH: SER 11663	LOVE CONNECTION 11689	LOVE CONNECTION 11690	LOVE CONNECTION 11691	LOVE CONNECTION 11692	LOVE CONNECTION 11693	Studio 31 EL' DORADO	12:00 a
12:30 a	Cont'd	187..LOVE CONNECTION 11414	187..LOVE CONNECTION 11415	187..LOVE CONNECTION 11416	187..LOVE CONNECTION 11417	187..LOVE CONNECTION 11418	John Wayne, 126M, C, 1967 Cont'd	12:30 a

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1:00 a	Sign Off	MYSTERY MOVIES 135613 <i>memillian</i>	MYSTERY MOVIES 133203	MYSTERY MOVIES 135607	MYSTERY MOVIES 138106	Late Movie TRADING PLACES	Cont'd	1:00 a
1:30 a	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Man Aykroyd, 116M, C, 1983	Cont'd	1:30 a
2:00 a	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	2:00 a
2:30 a	Cont'd	Off Air	Off Air	Off Air	Off Air	Cont'd	All Night Movie 1 <i>3:25A</i> PURPLE ROSE OF CAIRO, THE	2:30 a
3:00 a	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	All Night Movie <i>3:5A</i> ASSASSINATION	Mia Farrow, 82M, C, 1985	3:00 a
3:30 a	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Charles Bronson, 88M, C, 1987	Cont'd	3:30 a
4:00 a	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	All Night Movie 2 <i>5:55A</i> PLAY IT AGAIN SAM	4:00 a
4:30 a	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	Woody Allen, 84M, Cont'd	4:30 a
5:00 a	Cont'd	Cont'd	Cont'd	Cont'd	Cont'd	BIRNIN & SIMON <i>4:50A</i> 197545	Cont'd	5:00 a
5:30 a	SILVER SPOONS 1501 - THE LIVE-IN	SILVER SPOONS 1502 - RICK BEALS HIGH SOLE	SILVER SPOONS 1503 - BEACH HOUSE	SILVER SPOONS 1504 - RICK MOVES OUT	SILVER SPOONS 1505 - MAN TO MAN	Cont'd	FAMILY TIES <i>5:25A</i> 064	5:30 a

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08/03/92 14:01



State of New York       )  
                              ) ss.  
County of Erie           )

**AFFIDAVIT OF WILLARD J. STONE**

Willard J. Stone, being duly sworn, hereby deposes and says:

1. I am Vice President and General Manager of WUTV (TV), Buffalo. I assumed this position in **June 28, 1990**.

2. I've lived and worked in Buffalo for three years and my business success depends on being very familiar with the needs and interests of the community served by my television station. Accordingly, I think I know Buffalo pretty well.

3. Buffalo is much different than its reputation. First, there is not as much snow as is commonly thought. In a more serious vein, Buffalo is a traditional Eastern industrial city that has been and is continuing to make a transition to a more technologically advanced future. On the one hand, there is the GM engine forgoing plant; on the other, there is the Roswell Park Cancer Center medical complex. Many people still think of it in rust-belt terms, but Buffalo is moving irrevocably forward into the new industrial environment. Buffalo was very much of a "blue collar" city and a considerable amount of that character remains. But it would be incorrect to characterize Buffalo as a city which has not recognized the need to modernize.

Buffalo is a city of traditions and a people of traditions. I have been struck by how many people have grown up and stayed here and how many people who have moved away come home.

At the same time, Buffalo is a very international city. Few US cities the size of Buffalo in the northeast have bi-lingual signs. In our case it is English/Japanese because Niagara Falls is one of the world's most important destinations for Japanese tourists. Buffalo is also international because of its proximity to and interaction with Canada. Buffalo is as much a Canadian gateway to the US as is Detroit and the city's commerce reflects that. The new North American Free Trade Zone will have an enormous impact on the local economy. A considerable portion of WUTV (TV)'s advertising revenues comes from Canada.

Buffalo is somewhat of a commercial center for the region, including agricultural commerce. Erie County, which includes Buffalo, hosts the second largest County Fair in the State and that Fair has a predominantly agricultural theme. Buffalo also has a strong state university presence.

Buffalo is home to the NFL Buffalo Bills and is a sporting town. It is a large enough city to support broad and diverse cultural interests and has a very active theater community.

4. ACT III Broadcasting, as a corporate parent, gives WUTV (TV) and all of its stations, a great deal of autonomy. We are expected to be successful, but success or failure is up to us. The competition among stations in our market is intense and we constantly search for ways to be distinctive in serving Buffalo audiences. We have little or no concern for what goes on in Rochester or with our sister station WUHF-TV. In fact, the few

times we do interact, I feel the competition is even more intense than with the other Rochester stations, if that is possible.

5. Buffalo and Rochester are just separate markets. In my experience, agencies and reps find a greater affinity between the Syracuse and Buffalo markets than with Rochester. Rochester is much more closely associated for such purposes with Albany. The station only has a few advertising clients in Rochester and that is somewhat of a fluke. These clients have substantial business interests in Buffalo, but administratively buy their advertising out of the Rochester office. Otherwise, we pay little business or programming attention to Rochester.



Willard J. Stone

Sworn to before me this  
17<sup>th</sup> day of August 1992

  
Notary Public

JAMES J. WEISS  
Notary Public-New York  
Qualified in Erie County  
My Commission Expires  
February 10, 1994





State of New York     )  
                              ) ss.  
County of Monroe     )

**AFFIDAVIT OF MS. HEATHER FARNSWORTH**

Ms. Heather Farnsworth, being duly sworn, hereby deposes and says:

1. I am Vice President and General Manager of WUHF-TV, Rochester, NY. I assumed this position in May, 1989.

2. Having been a three (3) year resident of Rochester and working in a business where I must be very familiar with the needs and interests of the community served by WUHF-TV, I have a good sense of the character and identity of Rochester.

3. Rochester is very typical of those medium-sized cities whose identity derives largely from certain dominant business and socio-economic influences. In the case of Rochester, these influences are companies such as Eastman Kodak, Bausch & Lomb, and Xerox. As a result, Rochester tends to be a predominantly "white collar" community of skilled professionals working in high-end technology businesses. Fifty-five percent (55%) of Rochester's work force is white-collar versus Buffalo, for example, with a fifty percent (50%) white-collar professional workforce.<sup>1</sup>

Certain characteristics of the area are determined by this principal reality. Rochester is an "up-scale" community of people with above average education (twenty percent of the

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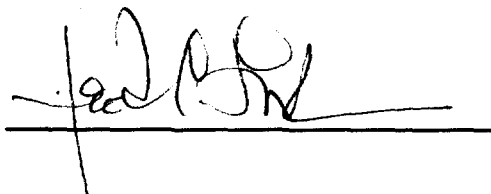
<sup>1</sup> Figures cited in the affidavit are from A.C. Nielsen DMA Test Market Profiles, 1991.

25+ population has a college degree compared to fourteen percent for Buffalo) and household income levels (average effective buying income per household for Rochester is \$38,376 vs. \$32,369 for Buffalo). Rochester tends to be a transient city of rising professionals whose career path often requires geographic relocation. Many of those professionals are young (only thirty-four percent of Rochester heads of households are 50+ compared to forty percent in Buffalo), upwardly mobile adults, with all of the connotations that the stereotype implies.

Rochester is not an international city per se, but is one of the country's, largest international export cities on a per capita basis.<sup>2</sup> Although we are a Canadian border city, our interaction with Canada is quite limited, mostly due to geographic considerations.

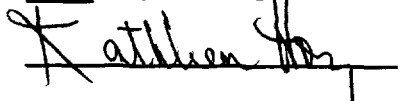
Rochester is more urban than say Buffalo. None of Rochester's population lies in our C and D counties. Twenty-six and two tenths percent (26.2%) of Buffalo's does. The city is culturally sophisticated, with museums, orchestra, theaters, limited only by the size of the city which is not large enough to support the breadth and depth of cultural institutions one would find in more metropolitan areas. Rochester has a significant student population and some of the state's finest private colleges and universities are here.

4. With regard to station operations, I am given complete freedom by our corporate parent to manage WUHF-TV in a manner which serves the Rochester market from a unique and independent perspective. Our parent demands results, but the means of achieving them are under the unilateral control of the station. We are fiercely competitive with stations in our own market and act completely independently from the Buffalo market. This is particularly true with regard to our sister station in Buffalo. We do not confer with WUTV (TV) regarding program, sales, and marketing, or other operational strategies or activities. In a few cases in which we come into operational contact with them, they are treated strictly as a competitor and not a colleague. We do not sell to advertisers in the Buffalo market, and we do not program per se for that market. In my and the station's frame of reference, Buffalo is a completely separate and distinct market.



Sworn to before me this

17<sup>th</sup> day of August 1992

  
Notary Public

KATHLEEN HOY  
Notary Public in the State of New York  
MONROE COUNTY  
Commission Expires Dec. 31, 1992



State of Atlanta     )  
County of Fulton    ) ss.

**AFFIDAVIT OF RONALD C. INMAN**

Ronald C. Inman, being duly sworn, hereby deposes and says:

1. I am Senior Vice President of ACT III Broadcasting, Inc. I assumed this position in May 1989.
2. I personally supervised the preparation of certain financial data which is recited in this affidavit.
3. For the 1991 Fiscal Year, forty-four percent (44%) of WUHF-TV's, Rochester, advertising revenues were derived from local sales as opposed to national or regional sales made through sales representation firms; for the same financial period, seventeen percent (17%) of WUTV (TV)'s, Buffalo, revenues were local. The remaining fifty-six percent (56%) of WUHF-TV's advertising revenues were derived from US national or regional sales made through US sales representation firms. Of the remaining eighty-three percent (83%) of WUTV (TV)'s advertising revenues, fifty-five percent (55%) were derived from sales made through Canadian sales representation firms and twenty-eight percent (28%) from national and regional sales made through US representation firms.

4. For the financial period identified above, one hundred percent (100%) of WUHF-TV's local revenues were derived from businesses located within, i.e., with business addresses within, the station's ADI; fifty-nine percent (59%) of WUTV (TV)'s local revenues were derived from businesses located within the station's ADI or Grade A contour. The remaining forty-one percent (41%) of revenues treated as "local" are derived from sponsored programming placed by business headquarters outside the Buffalo-Rochester areas.

5. For the financial period identified above, none of WUHF-TV's local revenues were derived from businesses located in the area between the station's Grade A and Grade B contours; one percent (1%) of WUTV (TV)'s local revenues was derived from businesses located between the station's Grade A and Grade B.

6. For the financial period identified above, none of WUHF-TV's local revenues were derived from businesses located in WUTV (TV)'s Grade A or Grade B contours; one percent (1%) of WUTV (TV)'s local revenues was derived from business located in WUHF-TV's Grade A or Grade B contour.

7. I have had considerable experience with national television sales involving station representatives. The sale of national advertising time for local television markets is heavily dependent on circulation and ratings. Most national advertising media buys are made on the basis of mathematical calculations to determine how much it costs

the advertiser to reach a certain number of viewers. The most common measure is "cost per thousand", i.e., the cost to reach one thousand television viewers.

Subjective factors, such as geographic importance to a particular advertising campaign, special station performance or promotion or particular programming sometimes play a role in national advertising decisions in local markets, but these factors are clearly subordinate to the calculations described above.

In determining the calculus of media buying at the national level for local markets, the ADI is of paramount importance, since the ADI represents the overwhelming numerical core of a station's audience and the audience wherein its signal is "dominant". The Grade A is of some significance for a similar reason, but the Grade B coverage area is largely insignificant for these purposes. In reality, the ADI controls buying and the service contours are not particularly relevant.

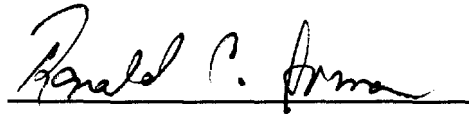
At a local sales level, the buying equation may be quite different, much more susceptible to subjective factors and station marketing initiatives.

8. I am personally familiar with the compensation arrangements made between WUHF-TV, WUTV (TV) and the Fox Television Network. In financial terms, compensation revenues are based on a formula which compares the audience ratings

delivered by each station against the national ratings average for the Fox Network.

9. I have been involved in television program syndication negotiations.

As a general rule, program prices are determined by market size, ratings potential, and advertising potential, all of which are, in turn, a function a station's household circulation potential.




Ronald C. Inman

Sworn to before me this

18<sup>th</sup> day of August 1992

Notary Public, Fulton County, Georgia  
My Commission Expires Feb. 13, 1994



Notary Public